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L3: Entry 1 of 10   File: USPT   Aug 19, 2003

US-PAT-NO: 6609108
DOCUMENT-IDENTIFIER: US 6609108 B1

TITLE: Communication schema of online system and method of ordering consumer product having specific configurations

DATE-ISSUED: August 19, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Pulliam; Timothy E.	Westland	MI		
Bartkowiak; Don G.	Livonia	MI		
Champagne; Daryl L.	Northville	MI		

ASSIGNEE-INFORMATION:

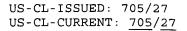| NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Ford Motor Company	Dearborn	MI			02

APPL-NO: 09/ 542637   [PALM]
DATE FILED: April 4, 2000

PARENT-CASE:
RELATED PATENT APPLICATIONS This application claims the benefit of U.S. patent application Ser. No. 09/561,644, filed May. 2, 2000, and entitled Method and System for Configuring and Ordering Consumer Product, which claims benefit of U.S. Provisional Application Serial No. 60/163,755, filed Nov. 5, 1999, and entitled Automotive Internet Business Methods and Systems. This application is related to co-pending U.S. application Ser. No. 09/538,516, filed on Mar. 29, 2000, and entitled, "Communication Schema of Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/539,392 filed on Mar. 30, 2000, and entitled, "Online System and Method of Locating Consumer Product Having Specific Configurations in the Enterprise Production Pipeline and Inventory." This application is related to co-pending U.S. application Ser. No. 09/542,413 filed on Apr. 4, 2000, and entitled, "Online System and Method of Reporting Related to Orders for Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,833 filed on Apr. 4, 2000, and entitled, "Communication Schema of Online Reporting System and Method Related to Online Orders for Consumer Products Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,686 filed on Apr. 5, 2000, and entitled, "Online System and Method of Ordering and Specifying Consumer Product Having Specific Configurations." This application is related to co-pending U.S. application Ser. No. 09/543,860, filed on Apr. 5, 2000, and entitled, "Communication Schema of Online System and Method of Locating Consumer Product in the Enterprise Production Pipeline." This application is related to co-pending U.S. application Ser. No. 09/537,190 filed on Mar. 29, 2000, and entitled, "Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations."

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27
US-CL-CURRENT: 705/27

FIELD-OF-SEARCH: 705/26, 705/27

PRIOR-ART-DISCLOSED:

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| Search Selected | Search ALL |

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☐	5757917	May 1998	Rose et al.	380/25
☐	5765139	June 1998	Bondy	
☐	5774873	June 1998	Berent et al.	705/26
☐	5792219	August 1998	Brown	705/37
☐	5802497	September 1998	Manasse	705/27
☐	5809479	September 1998	Martin et al.	
☐	5826241	October 1998	Stein et al.	705/26
☐	5839112	November 1998	Schreitmueller et al.	705/4
☐	5884300	March 1999	Brockman	707/2
☐	5887271	March 1999	Powell	705/14
☐	5890137	March 1999	Koreeda	705/26
☐	5890138	March 1999	Godin et al.	705/26
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☐	5897622	April 1999	Blinn et al.	
☐	5899980	May 1999	Wilf et al.	705/26
☐	5905974	May 1999	Fraser et al.	705/37
☐	5905975	May 1999	Ausubel	705/37
☐	5913210	June 1999	Call	
☐	5950173	September 1999	Perkowski	705/26
☐	5960408	September 1999	Martin et al.	
☐	5960411	September 1999	Hartman et al.	
☐	5970472	October 1999	Allsop et al.	705/26
☐	5970475	October 1999	Barnes et al.	705/27
☐	5983199	November 1999	Kaneko	705/26
☐	5991739	November 1999	Cupps et al.	
☐	6006201	December 1999	Berent et al.	705/27
☐	6009413	December 1999	Webber et al.	
☐	6012045	January 2000	Barzilai et al.	705/37
☐	6014628	January 2000	Kovarik, Jr.	705/1

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U.S. patent application Ser. No. 09/538,516 entitled Communication Schema of Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations, filed Mar. 29, 2000, 122 pages.

U.S. patent application Ser. No. 09/537,190 entitled Online System and Method of Status Inquiry and Tracking Related to Orders for Consumer Product Having Specific Configurations, filed Mar. 29, 2000, 118 pages.

U.S. patent application Ser. No. 09/539,392 entitled Online System and Method of Locating Consumer Product Having Specific Configurations in the Enterprise Production Pipeline and Inventory, filed Mar. 31, 2000, 120 pages.

U.S. patent application Ser. No. 09/542,413 entitled Online System and Method of Reporting Related to Orders for Consumer Product Having Specific Configurations, filed Apr. 1, 2000, 119 pages.

U.S. patent application Ser. No. 09/543,833 entitled Communication Schema of Online Reporting System and Method Related to Online Orders for Consumer Products Having Specific Configurations, filed Apr. 5, 2000, 118 pages.

U.S. patent application Ser. No. 09/543,686 entitled Online System and Method of Ordering and Specifying Consumer Product Having Specific Configurations, Apr. 5, 2000, 119 pages.

U.S. patent application Ser. No. 09/543,860 entitled Communication Schema of Online System and Method of Locating Consumer Product in the Enterprise Production Pipeline, filed Apr. 5, 2000, 135 pages.

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permission of Inc. magazine, copyright· 1998, Goldhirsh Group, 4 pages.
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copyright 1999, 32 pages.
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copyright 1995-2000, 26 pages.

ART-UNIT: 2167

PRIMARY-EXAMINER: Olszewski; Robert P.

ASSISTANT-EXAMINER: Jaketic; Bryan

ATTY-AGENT-FIRM: Baker & Botts, LLP. Hanze; Carlos L.

ABSTRACT:

An online communication schema for communicating online vehicle orders is provided.
The communication schema includes a customer request message, which includes an
order message having order information, contact information and vehicle
configuration. The order message includes a fleet order message, a retail order
message, and a tagged order message. The communication schema further includes a
lead message having lead information, contact information, vehicle configuration,
and dealer information. The communication schema further includes an order
confirmation message.

36 Claims, 47 Drawing figures

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L3: Entry 2 of 10   File: USPT   Mar 18, 2003

US-PAT-NO: 6535880
DOCUMENT-IDENTIFIER: US 6535880 B1

TITLE: Automated on-line commerce method and apparatus utilizing a shopping server verifying product information on product selection

DATE-ISSUED: March 18, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Musgrove; Timothy A.	Morgan Hill	CA		
Hood; Robert	San Jose	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
CNet Networks, Inc.	San Francisco	CA			02

APPL-NO: 09/ 566734   [PALM]
DATE FILED: May 9, 2000

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/10; 705/27
US-CL-CURRENT: 707/10; 705/27

FIELD-OF-SEARCH: 707/1, 707/10, 707/104.1, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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|   Search Selected   |  |   Search ALL   |
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[ ]	5420926	May 1995	Low et al.	705/74
[ ]	5550746	August 1996	Jacobs	700/231
[ ]	5592375	January 1997	Salmon et al.	705/7
[ ]	5666493	September 1997	Wojcik et al.	705/26
[ ]	5671279	September 1997	Elgamal	705/79
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☐	5727048	March 1998	Hiroshima et al.	379/93.12
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☐	5790426	August 1998	Robinson	702/179
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☐	5794207	August 1998	Walker et al.	705/1
☐	5794221	August 1998	Egendorf	705/40
☐	5802497	September 1998	Manasse	705/27
☐	5815665	September 1998	Teper et al.	709/229
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☐	5842178	November 1998	Giovannoli	705/26
☐	5878141	March 1999	Daly et al.	705/78
☐	5878401	March 1999	Joseph	705/22
☐	5895454	April 1999	Harrington	705/26
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☐	5899980	May 1999	Wilf et al.	705/26
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☐	5930777	July 1999	Barber	705/40
☐	5953707	September 1999	Huang et al.	705/10
☐	5961593	October 1999	Gabber et al.	709/219
☐	5966697	October 1999	Fergerson	705/26
☐	5970472	October 1999	Allsop et al.	
☐	5970475	October 1999	Barnes et al.	705/27
☐	5971273	October 1999	Vallaire	235/381
☐	5983203	November 1999	Church et al.	705/35
☐	5991739	November 1999	Cupps et al.	705/26
☐	5999908	December 1999	Abelow	705/1
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☐	6002771	December 1999	Nielsen	705/76
☐	6006200	December 1999	Boies et al.	705/26

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IEEE Expert, vol. 10 No. 5, p. 54-59.

ART-UNIT: 2177

PRIMARY-EXAMINER: Choules; Jack

ATTY-AGENT-FIRM: Kaufman; Marc S. Nixon Peabody LLP

ABSTRACT:

An on-line commerce method and apparatus. A user can select products for purchase
from plural merchant servers by examining product information stored on a shopping
server. The product information related to selected products is verified by
accessing a checkout page of each merchant server. The verified information is then
presented to the user for confirmation. Upon confirmation, buy procedures are
executed on each merchant server to purchase the products using existing account
information for the user at each merchant server.

24 Claims, 4 Drawing figures

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L3: Entry 3 of 10   File: USPT   Mar 18, 2003

US-PAT-NO: 6535294
DOCUMENT-IDENTIFIER: US 6535294 B1

TITLE: System and method for preparing customized printed products over a
communications network

DATE-ISSUED: March 18, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Arledge, Jr.; Sol E.	Floyd Knobs	IN		
Pasquantino; Bernard D.	New Albany	IN		
Wakefield; G. Steve	Huntsville	AL		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Discount Labels, Inc.	New Albany	IN			02

APPL-NO: 09/ 103205   [PALM]
DATE FILED: June 23, 1998

INT-CL: [07] B41 B 19/00, B41 F 19/00, G06 F 15/00, G06 K 1/00

US-CL-ISSUED: 358/1.15; 358/1.14, 705/26, 705/27
US-CL-CURRENT: 358/1.15; 358/1.14, 705/26, 705/27

FIELD-OF-SEARCH: 358/1.14, 358/1.15, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

| Search Selected | Search ALL |

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
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☐	5638504	June 1997	Scott et al.	
☐	5664115	September 1997	Fraser	
☐	5671279	September 1997	Elgamal	
☐	5692132	November 1997	Hogan	
☐	5699526	December 1997	Siefert	
☐	5699528	December 1997	Hogan	
☐	5710883	January 1998	Hong et al.	
☐	5710887	January 1998	Chelliah et al.	345/835
☐	5727156	March 1998	Herr-Hoyman et al.	
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☐	5748484	May 1998	Cannon et al.	
☐	5749075	May 1998	Toader et al.	
☐	5757917	May 1998	Rose et al.	
☐	5826244	October 1998	Huberman	705/26
☐	6016504	January 2000	Arnold et al.	358/1.15
☐	6076076	June 2000	Gottfreid	705/26
☐	6076080	June 2000	Morscheck et al.	705/400
☐	6128600	October 2000	Imamura et al.	358/1.15
☐	6167382	December 2000	Sparks et al.	705/14

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ART-UNIT: 2722

PRIMARY-EXAMINER: Coles; Edward

ASSISTANT-EXAMINER: Ghee; Ashanti

ABSTRACT:

A system for preparing customized printed products over a communications network, providing a wholesaler web server computer connected to the network; a printed products preparation system therein allowing an end-user anonymously connected to the wholesaler web server computer through at least one retailer web server to prepare an electronic file defining customized printed product; a workflow management server adapted to receive a copy of the electronic file to print the predetermined quantity of the customized printed product; the wholesaler web server computer being adapted to transmit a notification message to the at least one retailer web server computer; the copy of the electronic file being transmitted from the printed products preparation system to the workflow management system upon designation of the notification message by an operator of the retailer web server computer.

20 Claims, 29 Drawing figures

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L3: Entry 4 of 10   File: USPT   Oct 8, 2002

US-PAT-NO: 6463420
DOCUMENT-IDENTIFIER: US 6463420 B1

TITLE: Online tracking of delivery status information over a computer network

DATE-ISSUED: October 8, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Guidice; Rebecca R.	Charlotte	NC		
McDonald; Bruce J.	Charlotte	NC		
Dix; Scott M.	Huntersville	NC		
Moore; John A.	Charlotte	NC		
Atwell; Timothy L.	Charlotte	NC		
Linz; Aaron M.	Charlotte	NC		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
General Electric Company	Schenectady	NY			02

APPL-NO: 09/ 498464   [PALM]
DATE FILED: February 4, 2000

PARENT-CASE:
CROSS REFERENCE TO RELATED APPLICATIONS This application claims the benefit of
provisional patent application Ser. No. 60/173,799 filed Dec. 30, 1999, the
disclosure of which is incorporated herein by reference.

INT-CL: [07] G06 F 17/00

US-CL-ISSUED: 705/28; 705/26
US-CL-CURRENT: 705/28; 705/26

FIELD-OF-SEARCH: 705/26-28, 705/1, 235/375, 707/1, 707/10

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected] [Search ALL]

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
☐	5063507	November 1991	Lindsey et al.	
☐	5285383	February 1994	Lindsey et al.	
☐	5319542	June 1994	King et al.	
☐	5631827	May 1997	Nicholls et al.	705/28
☐	5774873	June 1998	Berent et al.	
☐	5963915	October 1999	Kirsch et al.	
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FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
1094414	April 2001	EP	

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PR Newswire article "En Pointe Announces . . . Calculate Pricing" (dated Oct. 16, 1998).*
Manufacturing Systems article "Conquer the challenge" (dated Feb. 1999).

ART-UNIT: 2167

PRIMARY-EXAMINER: Kramer; Dean J.

ATTY-AGENT-FIRM: Yates, Esq.; John B. Clark, Esq.; Robin C. Hunton & Williams

ABSTRACT:

A method and system for tracking, over a computer network, orders placed with a supplier and shipped by any of a variety of different carriers, the tracking taking place entirely within the confines of the supplier's web site. By providing for electronic communication of delivery status information between a variety of different carriers and the supplier's server, the supplier is able to provide online tracking information to a customer regardless of the individual manner of delivery.

22 Claims, 5 Drawing figures

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L3: Entry 5 of 10   File: USPT   Dec 11, 2001

US-PAT-NO: 6330689
DOCUMENT-IDENTIFIER: US 6330689 B1
** See image for Certificate of Correction **

TITLE: Server architecture with detection and recovery of failed out-of-process application

DATE-ISSUED: December 11, 2001

INVENTOR-INFORMATION:
NAME	CITY	STATE	ZIP CODE	COUNTRY
Jin; Lei	Newcastle	WA		
Kaplan; David L.	Mercer Island	WA		
Krishnan; Murali R.	Redmond	WA		

ASSIGNEE-INFORMATION:
NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Microsoft Corporation	Redmond	WA			02

APPL-NO: 09/ 066504   [PALM]
DATE FILED: April 23, 1998

INT-CL: [07] G06 F 11/00

US-CL-ISSUED: 714/15; 714/47
US-CL-CURRENT: 714/15; 714/47

FIELD-OF-SEARCH: 714/2, 714/4, 714/6, 714/8, 714/10, 714/11, 714/13, 714/15, 714/47

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

| Search Selected | | Search ALL |

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
[ ]	5113496	May 1992	McCalley et al.	395/200
[ ]	5566297	October 1996	Devarakonda et al.	714/15
[ ]	5659682	August 1997	Devarakonda et al.	714/47
[ ]	5978565	November 1999	Ohran et al.	714/13
[ ]	5987621	November 1999	Duso et al.	714/4

ART-UNIT: 211

PRIMARY-EXAMINER: Trammell; James P.

ASSISTANT-EXAMINER: Elisca; Pierre Eddy

ATTY-AGENT-FIRM: Lee & Hayes, PLLC

ABSTRACT:

A server architecture has a server program to receive client requests and multiple
applications to process the requests. Each application comprises a collection of
agents that can be invoked to process the requests and an application manager that
manages the collection of agents. The agents within the associated collection are
independent from, but dynamically accessible by, the application manager. Depending
on the request, the application manager selects one or more agents to generate
content to be returned to the client. An application manager director manages the
application managers and facilitates delivery of the client requests from the server
program to the suitable application. The application managers are independent from,
but dynamically accessible by, the application manager director. For a given
request, the director selects the appropriate application manager to handle the
request. The application manager, in turn, selects the appropriate agent to process
the request. The applications, including the agents and associated application
managers, can be run either in-process or out-of-process with the server program.
The server architecture has a detection and recovery subsystem that detects when an
out-of-process application crashes and then recovers the application from that
crash. The subsystem logs requests when they are passed to the out-of-process
application, and remove the requests from the log when responses to the requests are
returned from the application. If the out-of-process application crashes while one
or more requests are outstanding, those requests remain listed on the log and thus
readily identifiable. During recovery, the subsystem cleans up the outstanding
requests until the log is cleared. Thereafter, the subsystem restarts the failed
application to restore the service.

31 Claims, 13 Drawing figures

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L3: Entry 6 of 10   File: USPT   Dec 4, 2001

US-PAT-NO: 6327574
DOCUMENT-IDENTIFIER: US 6327574 B1

TITLE: Hierarchical models of consumer attributes for targeting content in a
privacy-preserving manner

DATE-ISSUED: December 4, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Kramer; Glenn A.	San Francisco	CA		
Vogel; Mark B.	San Francisco	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Encirq Corporation	San Francisco	CA			02

APPL-NO: 09/ 241546   [PALM]
DATE FILED: February 1, 1999

PARENT-CASE:
CROSS REFERENCE TO RELATED APPLICATION This application is a continuation-in-part of
U.S. application Ser. No. 09/235,610, filed Jan. 20, 1999, which claims the benefit
of U.S. Provisional Application Ser. No. 60/091,979, filed Jul. 7, 1998.

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 705/14; 705/10, 705/26
US-CL-CURRENT: 705/14; 705/10, 705/26

FIELD-OF-SEARCH: 705/10, 705/26, 705/14, 707/500, 707/501, 707/502, 707/503,
707/504, 707/542

PRIOR-ART-DISCLOSED:

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☐	5173851	December 1992	Off et al.	364/401
☐	5241671	August 1993	Reed et al.	705/104
☐	5317507	May 1994	Gallant	707/532
☐	5614927	March 1997	Gifford et al.	
☐	5619709	April 1997	Caid et al.	707/532
☐	5721827	February 1998	Logan et al.	395/200.47
☐	5724424	March 1998	Gifford	380/24
☐	5724521	March 1998	Dedrick	705/26
☐	5740549	April 1998	Reilly et al.	705/14
☐	5794178	September 1998	Caid et al.	704/9
☐	5832457	November 1998	O'Brien et al.	705/14
☐	5892827	April 1999	Beach et al.	380/24
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☐	5948061	September 1999	Merriman et al.	709/219
☐	6026370	February 2000	Jermyn	705/14
☐	6112186	August 2000	Bergh et al.	705/10
☐	6134532	October 2000	Lazarus et al.	705/14

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FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
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ART-UNIT: 212

PRIMARY-EXAMINER: Gravini; Stephen

ASSISTANT-EXAMINER: Young; John Leonard

ATTY-AGENT-FIRM: Fenwick & West LLP

ABSTRACT:

A system and method provide for the interpretation and augmenting of structured
documents electronically delivered to an individual consumer's computer using
consumer profiles developed from and maintained with information reflecting the
consumer's online and offline transactions, by selecting the variable content
alternatives encoded in the structured documents that most closely match the
consumer's profile. The consumer profiles are logically controlled by the consumer's
computer, thus providing for enhanced security over information that is personal and
confidential to the consumer, yet still allowing third parties such as web sites and
others electronically delivering structured documents to the consumer to have such
documents customized based on the consumer's profile. The consumer profile includes
hierarchical attribute vectors which encode attributes of a consumer at
progressively higher levels of abstraction, and allowing for querying of any
combination of abstracted data or abstracted attributes of a consumer. The consumer
profiles are updated with a process that reflects the relevance of each transaction
to the consumer's profile, and accommodates a decay in the influence of transactions
over time. A selection process for selecting content allows for multiple items of
content to be selected for sequenced display to the consumer, through a limited
presentation space.

32 Claims, 23 Drawing figures

WEST

☐ | Generate Collection | | Print |

L3: Entry 7 of 10   File: USPT   Dec 26, 2000

US-PAT-NO: 6167382
DOCUMENT-IDENTIFIER: US 6167382 A

TITLE: Design and production of print advertising and commercial display materials over the Internet

DATE-ISSUED: December 26, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Sparks; Don R.	Evanston	IL		
Scott; M. James	Chicago	IL		
Tremel; Wally	Chicago	IL		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
F.A.C. Services Group, L.P.	Chicago	IL			02

APPL-NO: 09/ 088173   [PALM]
DATE FILED: June 1, 1998

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/27, 705/14, 707/517, 707/520
US-CL-CURRENT: 705/26; 705/14, 705/27, 715/517, 715/520

FIELD-OF-SEARCH: 705/26, 705/27, 705/10, 705/14, 705/1, 283/56, 707/517, 707/520

PRIOR-ART-DISCLOSED:

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| Search Selected | | Search ALL |

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
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☐	4677571	June 1987	Riseman et al.	358/1.9
☐	4703423	October 1987	Bado et al.	705/1
☐	4949287	August 1990	Yamaguchi et al.	707/520
☐	5133051	July 1992	Handley	707/514
☐	5142620	August 1992	Watanabe et al.	345/508
☐	5170467	December 1992	Kubota et al.	707/520
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☐	5493490	February 1996	Johnson	705/26
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ART-UNIT: 271

PRIMARY-EXAMINER: Voeltz; Emanuel Todd

ASSISTANT-EXAMINER: Hayes; John W.

ATTY-AGENT-FIRM: Perkins; Jefferson

ABSTRACT:

A client at a remote site may order each of a series of images from a low resolution image database, and may then assemble these images and text into a marketing piece. Once assembly is complete, the client orders the system proprietor to produce the marketing piece according to the client's specifications. The client communicates to the system proprietor via a web site on the Internet, which has associated with it a pair of applications for the ordering of images and the assembly of marketing pieces. The client assembles the marketing piece according to one of a series of predefined templates, which constrains the choices which the client has such that the produced marketing piece will have the look and feel dictated by the client's company. The templates, each of which has associated with it a series of slots for the placement of image or text, also permit easy assembly of a marketing piece by simply specifying the material which goes within the slot. A catalog of low-resolution images are sent over the Internet to the client for his or her consideration, and a corresponding set of high-resolution images are used to produce the marketing pieces.

1 Claims, 64 Drawing figures